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MESSAGE:

Mr. patel

ALEXANDRIA, VIRGINIA REDWOOD SHORES, CALIFORNIA DURHAM, NOR'TH CAROLINA

amendment, proposed YOU interview. Please ignore the use the present documents and documents of the previous ones. Thank you.

> Chung Park 650-672-2348 (T)

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Patent Attorney's Docket No. 033855-007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of

Louis D. Giacalone, Jr.

Application No.: 09/828,257

Filed: April, 06, 2001

SYSTEM FOR ELECTRONICALLY

DISTRIBUTING, DISPLAYING AND CONTROLLING THE PLAY

SCHEDULING OF ADVERTISING AND OTHER COMMUNICATIVE MEDIA

Mail Stop Amendment

FAX NO. 6506222499

Group Art Unit: 2154

Examiner: Patel, Haresh N.

Confirmation No.: 4988

PROPOSED AMENDMENT

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

This replay and amendment is in response to the Office Action mailed on June 03, 2005 for the above-noted application. In response to the Office Action, entry of the following amendments is earnestly solicited. Appropriate fees for onemonth extension are included thereby making the present response due on October 03, 2005.

Amendments to Claims in the listing of claims begin on page 2.

Remarks begin on page 5.